

**Press Release
FOR IMMEDIATE RELEASE**

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MAXON Presents CINEMA 4D Release 14 at the IBC 2012

From 7 - 11 September in Amsterdam, hall 6, booth 6.C10

MAXON will be exhibiting at the IBC 2012, the leading trade show for broadcast production and VFX. This is also the perfect venue for the presentation of its newest software release: CINEMA 4D R14. MAXON's new release contains major new features such as sculpting and integrated camera matching, and also offers improved file exchange for applications such as NUKE, Photoshop Extended and After Effects.

This year, MAXON is proud to present some of the industry's best CINEMA 4D artists who will be conducting live workshops in which they will demonstrate how CINEMA 4D helped them in their realization of demanding projects. A different project will be presented at the top of each hour that shows the amazing possibilities CINEMA 4D has to offer broadcast and VFX professionals.

Each day, one presentation will be recorded and made available as a podcast at www.maxon.net and on our YouTube channel (<http://www.youtube.com/user/MaxonC4D>).

Guest artists and their topics:



Jörg Barton
Making of "Dangerous Love" - How to use MoGraph in a special way



Justin Bates, www.justinbates.com
VFX in Broadcast projects - an overview



Rupert Creswell, The Moving Picture Company,
www.moving-picture.com
MPC FX Studio´s work in CINEMA 4D and recent projects



Simon Fiedler, www.sugarview.de
Making of DROPLETS - amazing thesis work



Glenn Frey, MAXON Computer GmbH, www.maxon.net
CINEMA 4D Release 14 new features



Marc „renderbaron“ Potocnik, www.renderbaron.de
Exquisite Lighting & Shading with CINEMA 4D



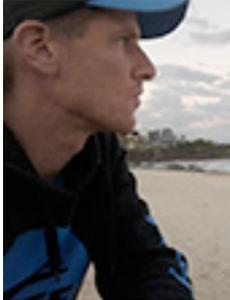
Lars Scholten, www.cybear.nl
Sky Radio commercial - CINEMA 4D and After Effects in combination



Fredi Voss, www.fredivoss.de
Wild Seas - Building a ship for destruction



Nikolaus Vuckovic, www.immortal-arts.com
Full CG - Motionride Vienna Airlines



Ingo Walde, www.einmalich.com
One year Australia: TV design and commercials made with CINEMA 4D

The artists and the MAXON team will be available to the press and to trade visitors at its booth both before and after each presentation to answer any questions regarding CINEMA 4D.

About MAXON Computer

Headquartered in Germany, MAXON Computer is a developer of industry-leading professional 3D modeling, painting, animation and rendering solutions. Its award-winning CINEMA 4D and BodyPaint 3D software products have been used extensively to help create everything from stunning visual effects in top feature films, TV shows and commercials to cutting-edge game cinematics for AAA games, medical illustration, and architectural and industrial design applications. MAXON has offices in Germany, USA, United Kingdom, France, Japan and Singapore. MAXON products are available directly from MAXON and its worldwide distribution and reseller channel.